

Case Study

Hendy Group & Sky AdSmart

Driving sales



Background

Without travelling far, Hendy has come a long way from the small bicycle repair shop opened in Whitchurch in 1859. Today, the Group has in excess of twenty premises stretching across southern England from Devon to West Sussex, housing over 550 staff and handling over £200m worth of business.

Hendy holds Ford, Mazda, Kia and Honda franchises, plus Ford and Iveco van and truck franchises. The company handles all aspects including sales, servicing, parts, hire, accident repairs and Rapid Fit centres. Hendy had used TV previously but found it hadn't work for them and had reverted to more traditional advertising routes.

Having used traditional TV advertising in the past, Hendy Ford found that the cost of using the mass market medium was not right for them and chose a more targeted/regional approach to advertising - SEO, PPC, Press and Radio.

Objectives

- Increase awareness of Hendy Ford dealerships in a specific area
- Increase sales of the 'Fiesta Flame' in the Hampshire area

The Audience

The Hendy dealership based in the Hampshire area was selected to test Sky AdSmart therefore the chosen attributes were:

- Portsmouth-Southampton metropolitan area

Campaign Delivery

The creative communicated the new 'Ford Fiesta Flame' exclusively to Sky customers.

The campaign ran across August and September 2013 and delivered 270,198 impressions in the Portsmouth/Southampton area.

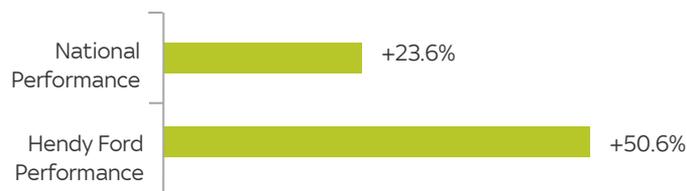


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Campaign Evaluation

The Sky AdSmart campaign successfully drove sales of the 'Fiesta Flame' at the Hendy Ford dealership in Hampshire.

Total UK Fiesta sales were up 23.6% in September 2013 while Hendy Ford's Fiesta sales during the same period were up 50.6%, more than **double the national performance**.



Campaign Success

Following the success of the campaign, Hendy Group has repeatedly booked campaigns with Sky AdSmart in other regions of the UK.



Paul Hendy, Managing Director, Hendy Group

"We were delighted when Sky decided to use the Portsmouth/Southampton area to launch Sky AdSmart Local. As that represents the heartland of our 20+ dealerships, the opportunity to deliver advertising directly to the Sky customers that matter to us was too good not to test".



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